Content

This guide is the voice of our Intuitive and Inclusive pillars. In the Play+ ecosystem, content is not just the words we use; it is the conversation we have with our users. Our language must be as fluid, clear, and adaptive as our layouts.

We design content to be an invisible guide—clear, concise, and human. It reduces friction, builds confidence, and ensures every user feels understood and empowered. This document provides the foundational principles for writing content that connects.

Our Voice & Tone

Voice - Our Unchanging Personality

The Play+ voice is Clear, Confident, and Helpful. We are knowledgeable partners, not passive tools. We communicate with directness and respect for the user's time and intelligence.

Tone - Our Situational Emotion

Our tone adapts to the user's context.

Pillar-Based Content Guidelines

This is how our pillars translate into specific content strategies. For each pillar, we provide clear "Do's and Don'ts" with practical examples.

Structural & Localization Guidelines

Content Structure

Localization Framework